GOVERNMENT OF INDIA
MICRO,SMALL AND MEDIUM ENTERPRISES
LOK SABHA

UNSTARRED QUESTION NO:1374
ANSWERED ON:25.07.2016
Promotion of Khadi Gramodyog
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Will the Minister of MICRO,SMALL AND MEDIUM ENTERPRISES be pleased to state:

(a) whether the growth of Khadi Gramodyog has declined during each of the last three years, if so, the details thereof and the reasons therefor;

(b) the details of khadi products exported and foreign exchange earned therefrom during the said period, product-wise and country-wise;

(c) whether the Government proposes to set up Khadi Gramodyog at Panchayat level in the country, if so, the details thereof; and

(d) the other steps taken by the Government to promote and develop Khadi Gramodyog in the country?

Answer

MINISTER OF STATE IN THE MINISTRY OF
MICRO, SMALL AND MEDIUM ENTERPRISES
(SHRI GIRIRAJ SINGH)

(a): The growth of Khadi Gramodyog has not declined. Performance of Khadi and Village Industries sector showed an increasing trend during the last three years as shown in the following table:

<pre>
Year Total Khadi & Village Industries sector
Production
[Rs.in crore] Sales
[Rs.in crore] Employment
[in lakh persons]
2013-14 26109.08 31154.20 130.38
2014-15 27569.37 33135.90 134.25
2015-16 (Provisional) 28030.00 37935.00 139.07
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(b): Khadi and Village Industries Commission (KVIC) is not involved directly in export activities. KVI institutions/units export KVI products directly or through merchant exporters/Agencies. The quantum of export during the last three years is as follows:
<pre>
Year Exported value of Khadi & Village Industries items (Rs. in crore)
2013-14 114.58
2014-15 124.39
2015-16(P) 143.86
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The product-wise and country-wise details of Khadi products exported and foreign exchange earned there from during the last three years is given at Annexure-I.

(c): Presently there is no such proposal for setting up Khadi Gramodyog units at Panchayat level.

(d): The following steps have been taken by the Government to promote and develop Khadi Gramodyog in the country.

i) A network of more than 7050 sales outlets alongwith 7 Departmental Khadi Gramodyog Bhavans and one Gramshilpa are in existence in the country. The Departmental Khadi Gramodyog Bhavans located at Metropolitan & major cities and some other urban areas played an important role creating a link between the rural artisans producing variety of products and the elite urban consumers living in urban areas by managing availability of the exclusive items for consumers of all age group under one roof.

ii) The Government, in order to boost export of khadi products, has given deemed 'Export Promotion Council' status to KVIC under which KVIC has already enlisted more than 900 exporters. There is a provision of providing incentive in the form of 5% FOB value of direct export of khadi products. Besides, KVIC has also been focusing on quality participation in International Exhibitions and Buyer-Seller Meets abroad to tap new/emerging markets for khadi products.

iii) Domestic exhibitions under different levels are organized to support units/ institutions under KVI sector to promote KVI products and also conduct sale.

iv) KVIC alongwith representatives of KVI institutions and PMEGP/REGP units participate in International exhibitions/Fairs organized by ITPO/FIEO etc. in different countries to exhibit and sell KVI products.

v) Financial assistance has been provided for the renovation/modernization of Sales Outlets of institutions as well as Departmental Sales Outlets (DSOs) of KVIC and State KVIBs under the scheme of "Assistance for Marketing Infrastructure".